

**FOR IMMEDIATE RELEASE**

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## **Leading industry player in travel tech continues expansion with Digital Ticketing Systems**

TrekkSoft Group, a leading provider of software solutions in the travel industry, is expanding with the addition of UK-based Digital Ticketing Systems T/A DigiTickets to the group.

Founded as TrekkSoft in 2010, the Swiss-based software company expanded quickly with a series of accolades along the way, earning the 10th position in the “Top 100 Startups” award in 2014 and named one of the “Hottest Startups in Switzerland” by Business Insider in 2015.

In 2017, the TrekkSoft Group was announced and now employs over 100 people with offices in Interlaken, Zurich, Exeter, Milan, Dublin and Minsk. The group supplies software solutions to over 2000 clients globally. In addition to booking solutions, the group also offers a complete range of payment processing solutions through TrekkPay, processing in excess of £250,000,000 in booking revenue last year.

Digital Ticketing Systems Ltd, also founded in 2010, specialise in ticketing, EPOS and membership solutions to leisure attractions and events, based primarily in the UK and Ireland. The company supplies solutions to more than 400 clients including Cadbury World, Dublin Zoo, Design Museum and the National Marine Aquarium.

Richard Booker, Founder and Managing Director of DigiTickets, said “We're very excited to be joining the TrekkSoft Group. Our culture, ethos and values are perfectly aligned; both DigiTickets and TrekkSoft are driven by innovation and are passionate about the clients we serve. Working with TrekkSoft enables us to accelerate our plans to scale and grow internationally and we're looking forward to driving our ambitious and exciting plans in partnership with the TrekkSoft Group.”

Philippe Willi, CEO of TrekkSoft Group, added “The team at DigiTickets have built an exceptional product that serves a loyal and long-standing client base. They are a respected leader in their industry with a product suite that compliments the services delivered by TrekkSoft. We're delighted to welcome them to the group and look forward to furthering our mission to build, invest in and operate a collective of profitable, scalable, market-leading companies within the group.”

In 2015, TrekkSoft acquired Acteavo, an Irish software company. This was followed by a strategic partnership with myobis in 2016. DigiTickets is the most recent deal by the group as part of its ambitious plans actively pursue additional growth opportunities.

“We support each company within the group with infrastructure, capital, sales and marketing resources to accelerate growth and add value to our clients. We can’t wait to work with and learn from Richard and his team to advance the group as a whole. This is certainly an exciting time for us and our industry as a whole,” added Valentin Binnendijk, CTO of TrekkSoft Group.

### **About TrekkSoft Group**

The TrekkSoft Group first started as a booking solutions provider and quickly became the market leader in delivering comprehensive solutions to tour and activity companies globally. The group was formed in 2017 and aims to build and develop software companies to better serve medium to large organisations in the tourism industry. Other companies that operate within the TrekkSoft Group include TrekkSoft (SaaS), TrekkPay (online payment service), TrekkConnect (channel manager), and myobis (SaaS).

[www.TrekkSoft.com](http://www.TrekkSoft.com)

[www.TrekkSoftGroup.com](http://www.TrekkSoftGroup.com)

### **About DigiTickets**

DigiTickets is based in Exeter in the South West of England, and have been providing ticketing services since 2008. With a vibrant team of 29, the company has sold more than 10,000,000 tickets worldwide, in more than 400 venues.

[www.DigiTickets.co.uk](http://www.DigiTickets.co.uk)

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### **Image**

Attached is a photo of Valentin Binnendijk (left) and Richard Booker (right) in DigiTickets' office in Exeter.

